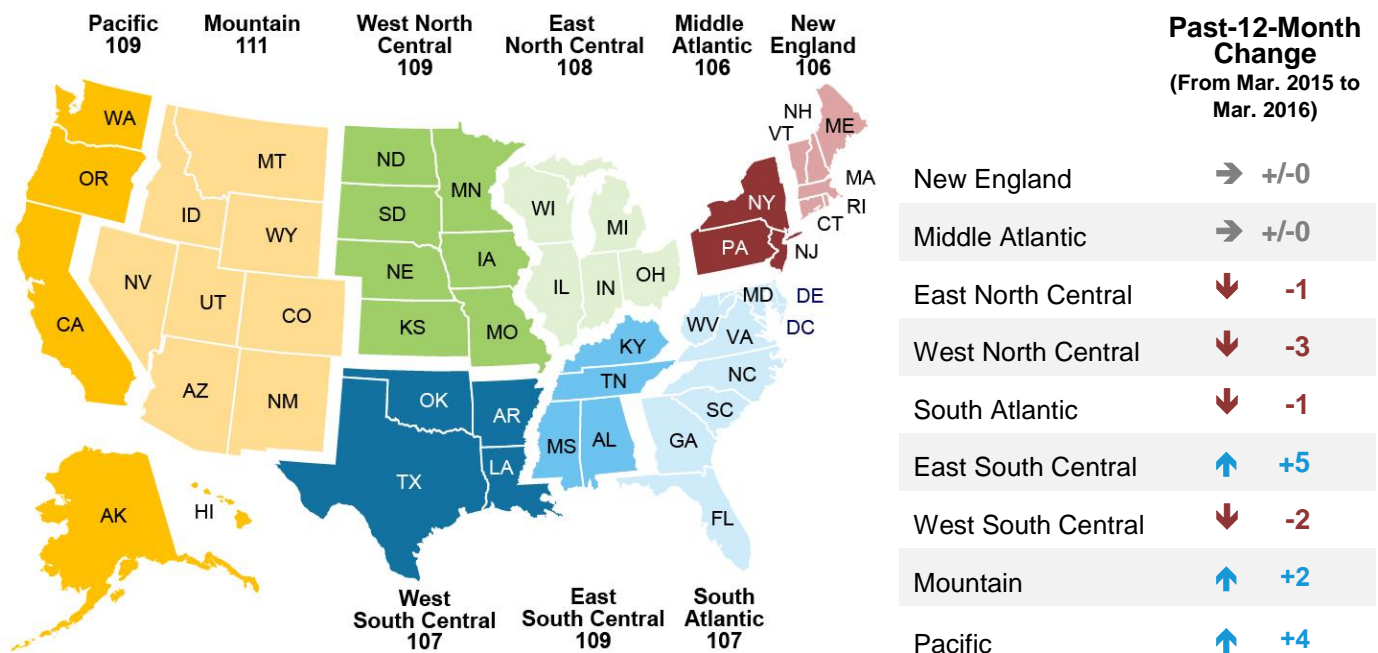


# Decision Analyst Economic Index United States Census Divisions

March 2016

Arlington, Texas—The U.S. Census Divisions are not all moving in the same direction. In the past 12 months, the East South Central Census Division increased 5 points, from 104 in March 2015 to **109 in March 2016**. The Pacific Division increased from 105 in March 2015 to **109 in March 2016**. The West North Central Division decreased from 112 in March 2015 to **109 in March 2016**, while the West South Central Division decreased from 109 in March 2015 to **107 in March 2016**. The New England and Middle Atlantic Census Divisions had no change over the past 12 months.

## United States Census Divisions Economic Indices March 2016\*



\* The Index numbers for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index number averages the current month with the previous 2 months.

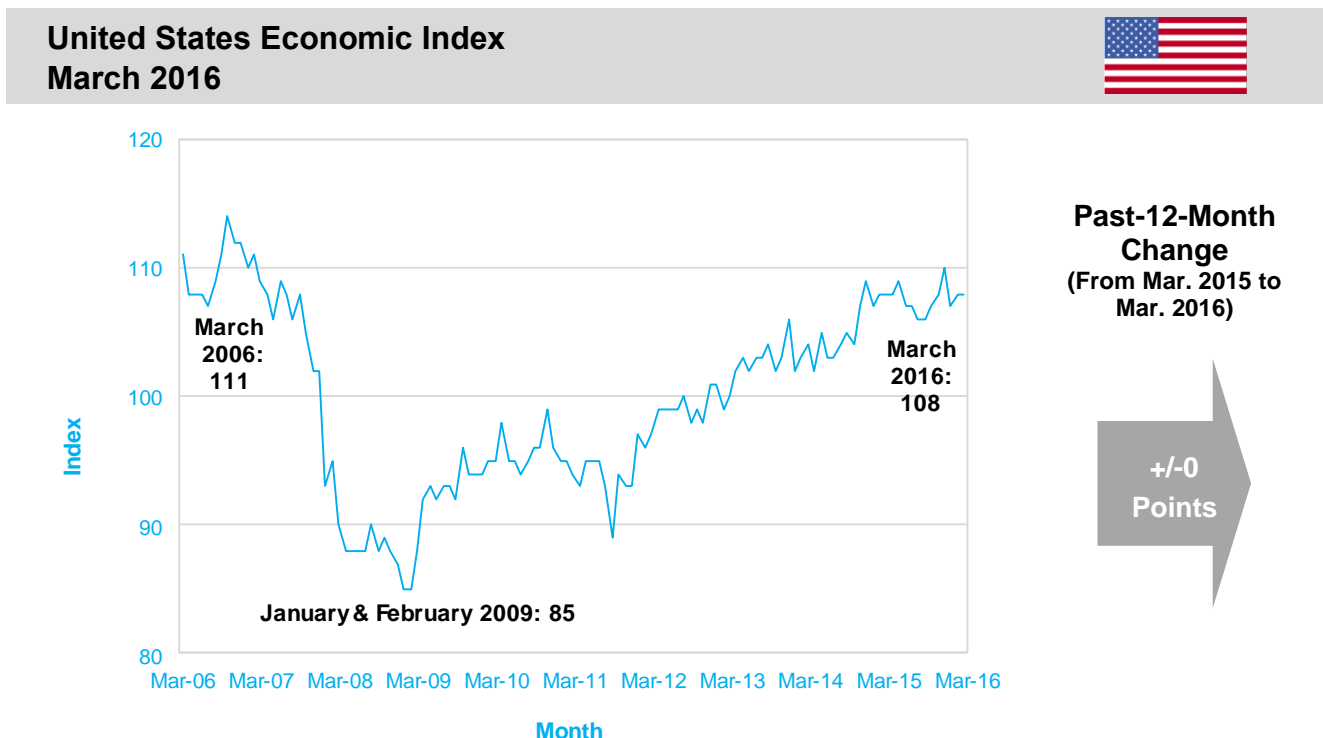


Strategic Research ■ Analytics ■ Modeling ■ Optimization

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## United States Economic Index

The Decision Analyst U.S. Economic Index registered **108 in March 2016**, the same score as February 2016. The U.S. Economic Index in March 2016 is the same as it was a year earlier in March 2015, indicating that 2016 will be another year of snail-paced economic expansion. The Economic Index tends to lead U.S. economic activity by 6 to 12 months. Below is the past-10-year history of the U.S. Economic Index.

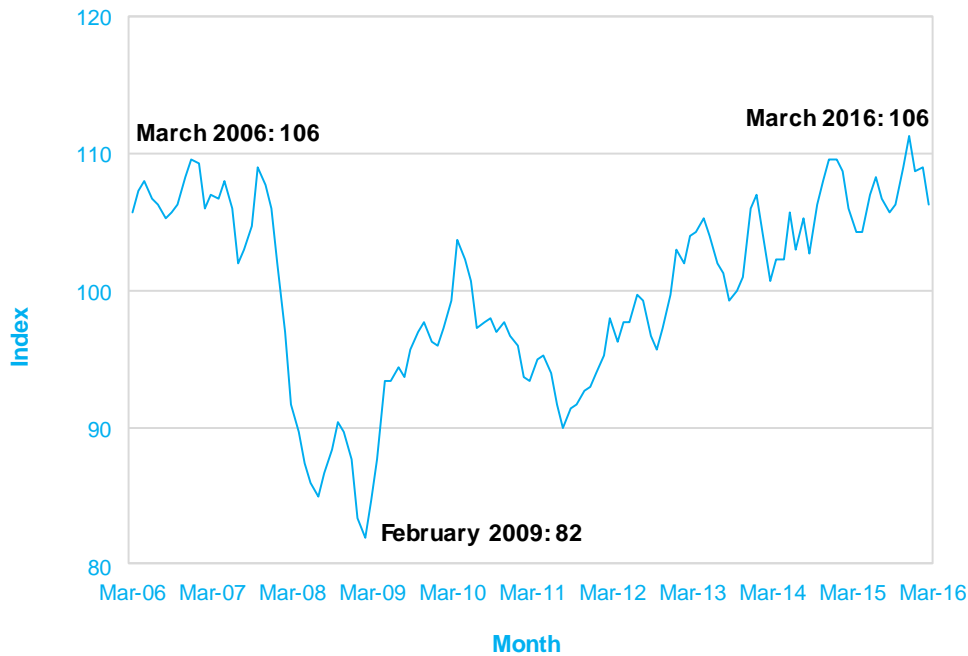


“The U.S. Economic Index bounced around over the past year but ended the year at 108, exactly where it started. This sideways movement of the Index over the past 12 months suggests that 2016 will be another year of slow economic activity. In fact, the U.S. seems locked into a pattern of slow economic growth. A number of structural factors are holding the U.S. economy in check: an aging population; a declining share of adults who work; rising debt levels in government and business; over investment in technology, entertainment, and analytics companies where returns are low; rising student debt; economic weakness in Canada, one of our largest trading partners; inadequate bank credit for smaller businesses; and the rising cost of healthcare. Also, the ultra-low interest rates of the Federal Reserve are creating bubbles (technology investments, rural land, stocks and bonds, automobiles, etc.). A U.S. recession in 2016 is a possibility, but the odds continue to favor slow economic growth, based on the Index.”

## History

The division-by-division results are presented in the following graphs. Remember, the Census Division graphs portray 3-month moving averages.

### New England Census Division Economic Index\* March 2016

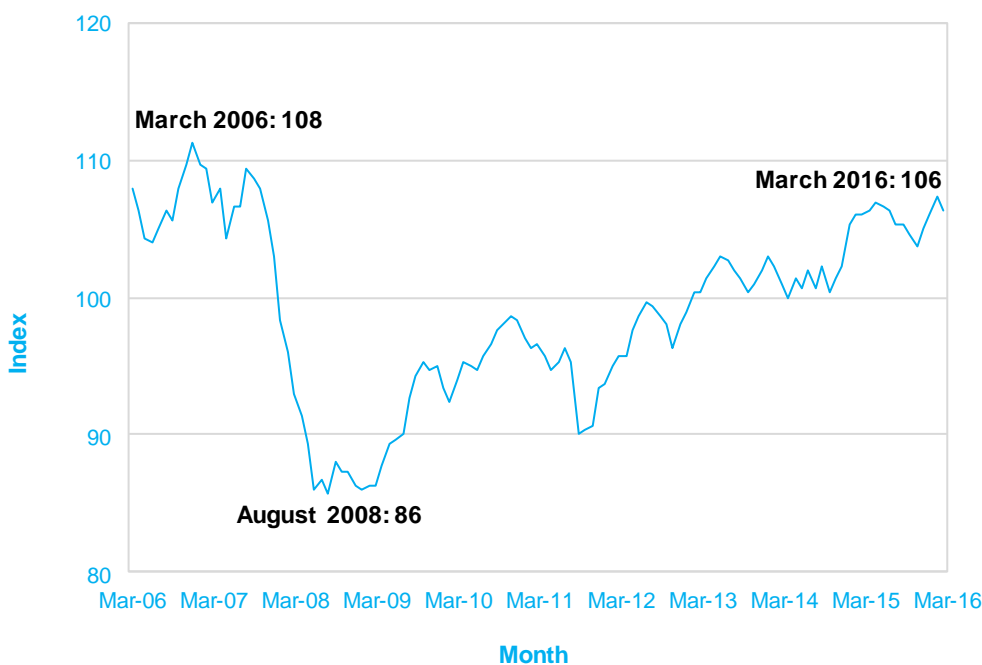


**Past-12-Month  
Change**  
(From Mar. 2015 to  
Mar. 2016)



*New England Census  
Division includes  
Connecticut, Maine,  
Massachusetts,  
New Hampshire,  
Rhode Island, and  
Vermont*

### Middle Atlantic Census Division Economic Index\* March 2016

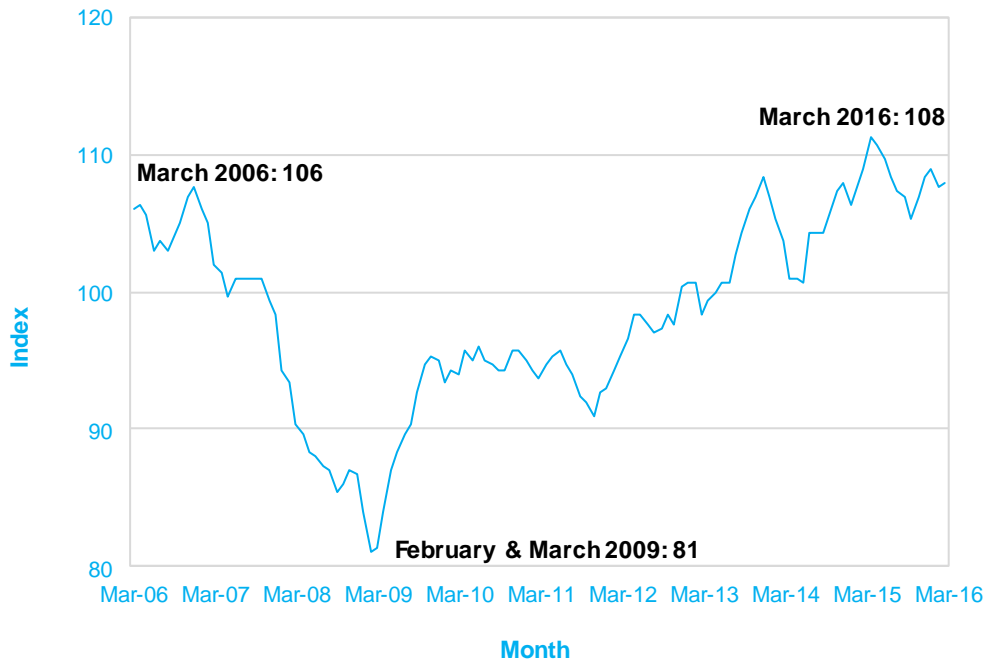


**Past-12-Month  
Change**  
(From Mar. 2015 to  
Mar. 2016)



*Middle Atlantic Census  
Division includes  
New Jersey,  
New York,  
and Pennsylvania*

### East North Central Census Division Economic Index\* March 2016

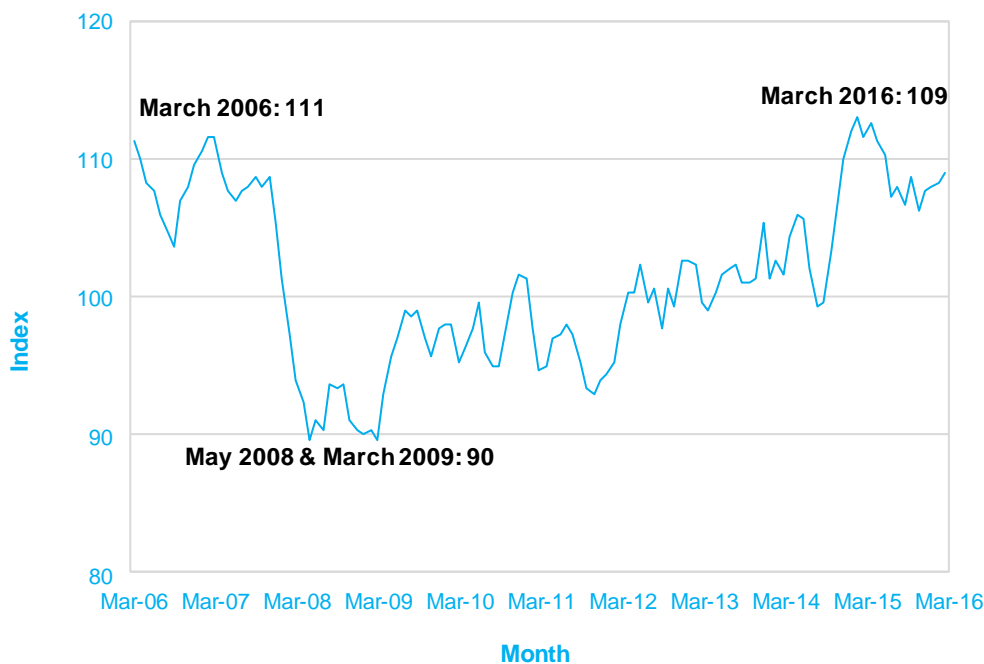


**Past-12-Month  
Change**  
(From Mar. 2015 to  
Mar. 2016)

**-1  
Point**

*East North Central  
Census Division  
includes Illinois,  
Indiana, Michigan,  
Ohio, and Wisconsin*

### West North Central Census Division Economic Index\* March 2016

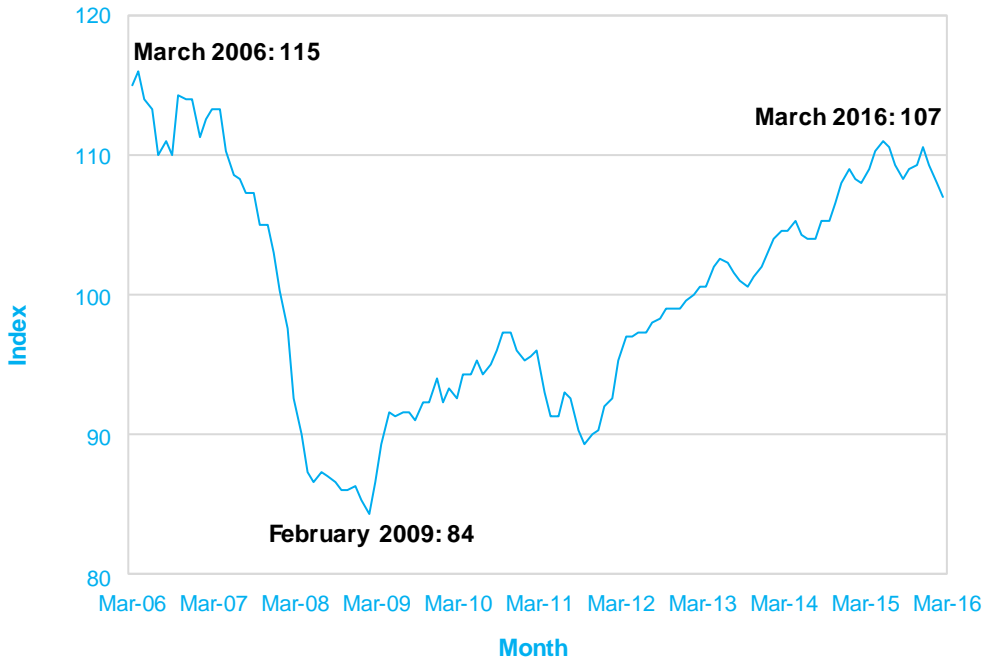


**Past-12-Month  
Change**  
(From Mar. 2015 to  
Mar. 2016)

**-3  
Points**

*West North Central  
Census Division  
includes Iowa,  
Kansas, Minnesota,  
Missouri, Nebraska,  
North Dakota, and  
South Dakota*

### South Atlantic Census Division Economic Index\* March 2016

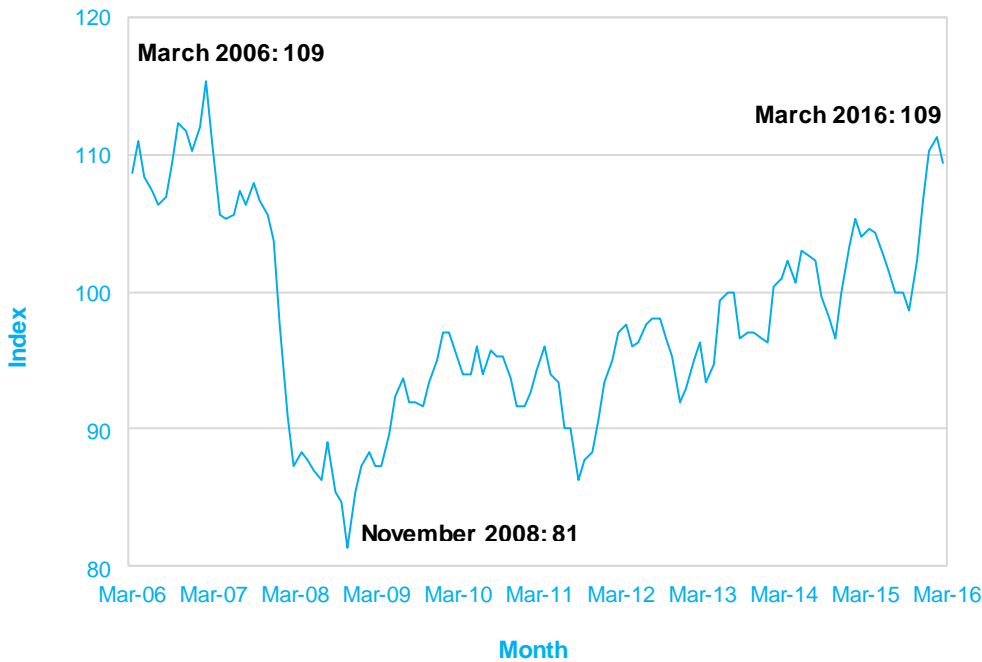


**Past-12-Month  
Change**  
(From Mar. 2015 to  
Mar. 2016)

**-1  
Point**

*South Atlantic Census  
Division includes  
Delaware, District of  
Columbia, Florida,  
Georgia, Maryland,  
North Carolina, South  
Carolina, Virginia, and  
West Virginia*

### East South Central Census Division Economic Index\* March 2016

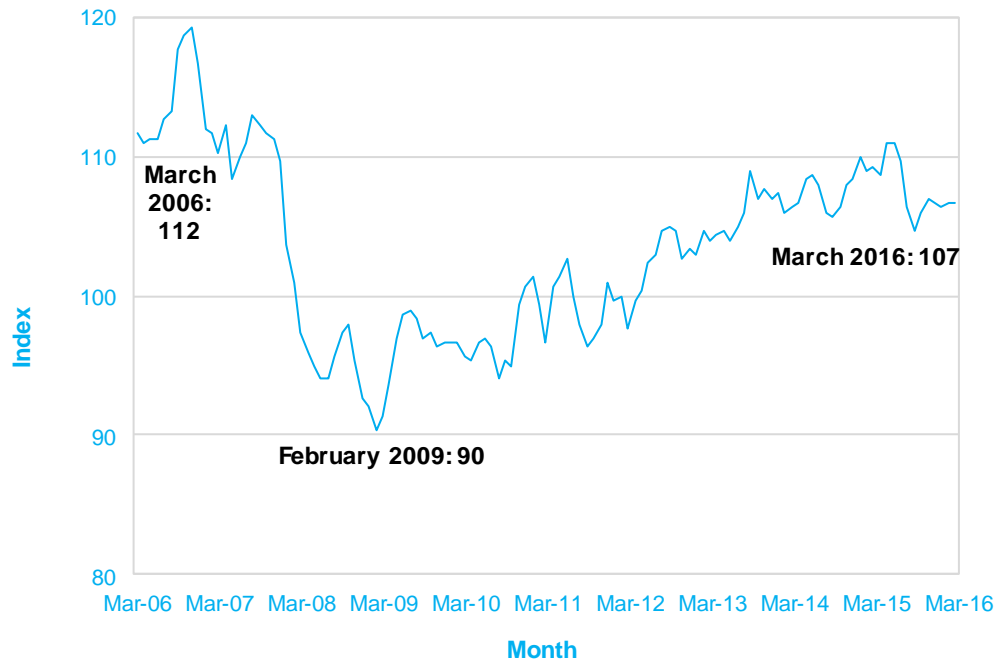


**Past-12-Month  
Change**  
(From Mar. 2015 to  
Mar. 2016)

**+5  
Points**

*East South Central  
Census Division  
includes Alabama,  
Kentucky, Mississippi,  
and Tennessee*

### West South Central Census Division Economic Index\* March 2016

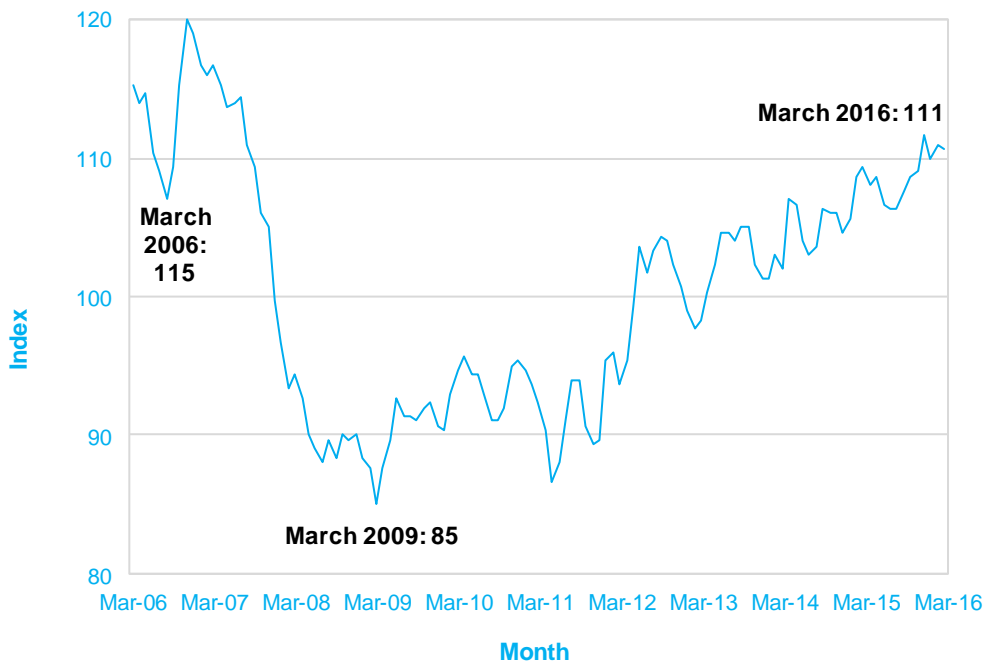


**Past-12-Month  
Change**  
(From Mar. 2015 to  
Mar. 2016)

**-2  
Points**

*West South Central  
Census Division  
includes Arkansas,  
Louisiana, Oklahoma,  
and Texas*

### Mountain Census Division Economic Index\* March 2016

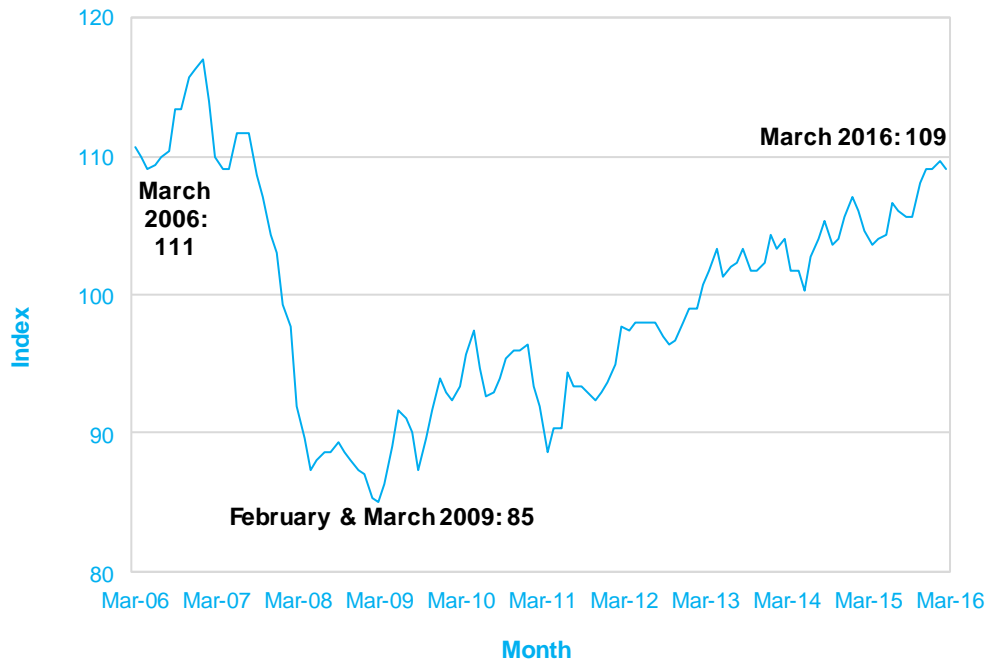


**Past-12-Month  
Change**  
(From Mar. 2015 to  
Mar. 2016)

**+2  
Points**

*Mountain Census  
Division includes  
Arizona, Colorado,  
Idaho, Montana,  
Nevada, New Mexico,  
Utah, and Wyoming*

## Pacific Census Division Economic Index\* March 2016



**Past-12-Month  
Change  
(From Mar. 2015 to  
Mar. 2016)**



*Pacific Census Division  
includes Alaska,  
California, Hawaii,  
Oregon, and  
Washington*

### \*Three-Month Moving Average

The Index numbers for U.S. Census Divisions are 3-month moving averages to smooth out month-to-month fluctuations. The reported Index number averages the current month with the 2 previous months.

### Methodology

The Decision Analyst Economic Index is based on a monthly online survey of several thousand households balanced by gender, age, and geography. The scientific survey is conducted in the last 10 days of each month. The Economic Index is calculated from 9 different economic measurements using a sophisticated econometric model. The result is a snapshot of coming economic activity in each country surveyed, as seen through the eyes of representative consumers living in the respective countries.

Decision Analyst conducts its concurrent economic surveys each month in Argentina, Australia, Brazil, Canada, Chile, Colombia, France, Germany, India, Italy, Mexico, Peru, the Russian Federation, Spain, United Kingdom, and the United States. Whenever the Decision Analyst Economic Index is greater than 110, it tends to signal an expanding economy. An Index value of 90 to 110 suggests a no-growth or slow-growth economy, and near or below 90 generally indicates economic contraction. These guidelines vary by country, however.

### About Decision Analyst

Decision Analyst ([www.decisionanalyst.com](http://www.decisionanalyst.com)) is a global research and analytical consulting firm specializing in strategy research, new product development, advertising testing, and advanced modeling for marketing decision optimization. For more than 35 years the firm has delivered competitive advantage to clients throughout the world in consumer packaged goods, high technology, retail, medical, automotive, and other industries.